

I claim:

1. A method for a retailer to produce promotional material targeted to a desired demographic group comprising the steps of:

selecting graphics, images and textual information appealing to said desired demographic group;

5 defining the number of copies of said promotional material to be produced;

communicating said graphics, images and textual information to a

print file assembler;

assembling said graphics, images and textual information into a digital print file;

loading said digital print file and said number of copies to be produced into a full color digital/ink jet printer;

printing the digital print file with digital/ink jet technology onto an appropriate substrate; and

converting said substrate into a desired form of promotional materials.

2. The method for a retailer to produce promotional material targeted to a desired demographic group as set forth in Claim 1 wherein said desired form of promotional materials are retail paper bags and said converting step further comprises the steps of folding and gluing bag blanks to form said retail paper bags printed with desired graphics, images and textual information.

3. The method for a retailer to produce promotional material targeted to a desired demographic group as set forth in Claim 2 wherein said appropriate substrate comprises a roll of material and said printing step further comprises the steps of unwinding said roll of material, curing the substrate after application of the digital print file, rewinding said roll of

material as a printed roll, and said converting step further comprises the steps of unwinding the printed roll and shearing said material to form said bag blanks.

4. The method for a retailer to produce promotional material
5 targeted to a desired demographic group as set forth in Claim 3 wherein said printing step further comprises printing the digital print file in at least two rows side by side and slitting the substrate to form at least two printed rolls.

5. A method for a retailer to produce promotional material targeted
10 to a desired demographic group comprising the steps of:

selecting general graphics and images appealing to multiple
demographic groups to be applied to a relatively large number of copies of
said promotional material;

selecting textual information appealing to a relatively narrowly
15 defined demographic group to be applied to a relatively small number of
copies of said promotional materials;

defining the number of copies of said promotional material to be
produced;

communicating said graphics, images and textual information to be
20 merged by a print file assembler into a hybrid print file;

transferring said graphics and image elements of said hybrid print file to a conventional printer head;

transferring said textual information of said hybrid print file to a single color ink jet printer;

5 printing the graphics and images onto an appropriate substrate using conventional print technology;

curing the graphics and images printed onto said appropriate substrate;

printing said textual information onto said appropriate substrate;

10 and

converting said substrate into a desired form of promotional materials.

6. The method for a retailer to produce promotional material targeted to a desired demographic group as set forth in Claim 5 wherein said desired
15 form of promotional materials are retail paper bags and said converting step further comprises the steps of folding and gluing bag blanks to form said retail paper bags printed with desired graphics, images and textual information.

7. The method for a retailer to produce promotional material targeted to a
20 desired demographic group as set forth in Claim 6 wherein said

appropriate substrate comprises a roll of material and said printing the graphics and images step further comprises the steps of unwinding said roll of material, rewinding said roll of material as a printed roll, and said converting step further comprises the steps of unwinding the printed roll and shearing said material to form said bag blanks.

8. The method for a retailer to produce promotional material targeted to a desired demographic group as set forth in Claim 7 wherein said printing said graphics and images step further comprises printing said graphics and images in at least two rows side by side and slitting the substrate to form at least two printed rolls.